

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** April 1, 2009

TITLE: 2702 East Washington Avenue – Signage Package for a Previously Approved Construction of a Gas Station/Convenience Store in Urban Design District No. 5. 15th Ald. Dist. (10250)

REFERRED:
REREFERRED:
REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary **ADOPTED:** **POF:**

DATED: April 1, 2009 **ID NUMBER:**

Members present were: Bruce Woods, Mark Smith, John Harrington, Richard Slayton, Jay Ferm, Dawn Weber, Marshal Rummel and Todd Barnett.

SUMMARY:

At its meeting of April 1, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of a signage package located at 2702 East Washington Avenue. Appearing on behalf of the project were John W. Sutton and Mary Beth Growney-Selene. Growney-Selene and Sutton appeared to provide details for the signage package for a previously approved convenience store with gasoline sales with food service for the property located at 2702 East Washington Avenue. The sign package consists of a free standing ground sign containing an identification sign, a gas price sign, a sign for the “Gyro House” tenancy, along with an electronic message center at a total of 61.25 square feet, less than the 72 square feet allowed under the provisions of the Street Graphics Ordinance. The other sign consists of fascia signage on the overhead canopy above the gas pumps parallel to its frontage with East Washington Avenue. The canopy signage is approximately 3’ x 8’4” at a little less than 25 square feet in size. Following review of the signage proposal the Commission noted the following:

- Don’t support the changeable copy bottom portion of the sign. Suggest replacing it with additional gas pricing.
- Consider placing gas pricing component at the bottom of the ground sign following removal of the changeable copy and raising up of the “Gyro House” sign.
- Canopy sign needs to be better integrated into building or canopy façade.
- Consider removing wide spacing between the edge of the canopy and sign.
- Trim of sign should be continuous with the canopy’s edge.
- Consider use of channel cut individual letters, would be better integrated with architecture.

ACTION:

On a motion by Barnett, seconded by Ferm, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-0). The motion provided for approval of the ground sign with the elimination of changeable copy portion of the sign; the allowance for its use as additional gas price signage, combined with the option to move up of the “Gyro House” sign to lie below the Capitol Petrol sign located at the top or remain as proposed. The motion also provided that the canopy sign return for further consideration,

look at alternatives to its current configuration, including the use of channel cut individual letters. Details on the ground sign can be approved by staff if appropriate modifications according to the Commission's comments can be provided.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 6, 6, 6, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2702 East Washington Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings								7
					6			6
					6			6
					6		6	6
					5			
					7			7

General Comments:

- Nice sign for cool looking gas station.
- No message board. I like the dome.
- Changeable text is not acceptable; otherwise fine.